

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. *(Currently amended)* A method for analyzing the usage of an expression, comprising:

(a) monitoring one or a plurality of internet websites of a selected organization for occurrences of a selected expression within a time interval, wherein said monitoring comprises ~~monitoring~~ crawling said organization including embedded links and documents associated with said websites;

(b) gathering predetermined attributes of each occurrence of the expression;

(c) storing each occurrence of the expression and its predetermined attributes in association with the time interval;

(d) repeating the monitoring, gathering, and storing at a subsequent time interval; and

(e) compiling the number of occurrences of the expression in the organization as a function of time and storing the resulting compilation in a user accessible medium.

2. (Original) The method according to claim 1, wherein the method comprises monitoring a plurality of organizations and compiling the number of occurrences of the expression in at least a portion of the plurality of organizations as a function of time.

3. (Original) The method according to claim 2, wherein the number of occurrences of the expression in all of the plurality of organizations are compiled.

4. (Original) The method according to claim 2, wherein the number of occurrences

of the expression in less than all of the plurality of organizations are compiled in a subset.

5. (Original) The method according to claim 1, wherein the expression comprises a term or phrase.
6. (Original) The method according to claim 1, wherein the organization comprises textual content.
7. (*Previously amended*) The method according to claim 1, wherein said monitoring of step (a) further comprises monitoring purchased data or internal databases.
8. (Original) The method according to claim 1, wherein prior to monitoring, the organization is assembled in a data storage system.
9. (Original) The method according to claim 1, wherein the repeating of the monitoring, gathering and storing occurs at a plurality of subsequent time intervals.
10. (Original) The method according to claim 1, wherein each subsequent time interval is one day.
11. (*Previously amended*) The method according to claim 1, wherein the predetermined attributes comprise time-stamping, website Uniform Resource Locator (URL), and company information.
12. (Original) The method according to claim 1, wherein the occurrences of the expression and predetermined attributes are stored in a data storage system.
13. (Original) The method according to claim 1, further comprising analyzing the resulting compilation of occurrences of the expression to determine a trend associated with the occurrences of the expression in the organization.
14. (Original) The method according to claim 1, further comprising outputting the

stored compilation to a user interface.

15. (Original) The method according to claim 1, wherein the user interface comprises a visual display device configured to display a graphical analysis of the resulting compilation.

16. (Original) The method according to claim 1, further comprising converting the organization from an audio content to textual content.

17. (Original) The method according to claim 1, further comprising filtering the occurrences of the expression and the associated predetermined attributes generated from repeating the monitoring, gathering and storing.

18. (Original) The method according to claim 1, further comprising providing access to the stored predetermined attributes of the occurrences associated with a selected time interval for display on a user interface.

19. (*Currently amended*) A computer-readable storage medium, comprising executable code for instructing a computer to perform the steps of:

(a) monitoring one or a plurality of internet websites of a selected organization for occurrences of a selected expression within a time interval, wherein said monitoring comprises ~~monitoring~~ crawling said organization including embedded links and documents associated with said websites;

(b) gathering predetermined attributes of each occurrence of the expression;

(c) storing each occurrence of the expression and its predetermined attributes in association with the time interval;

(d) repeating the monitoring, gathering, and storing at a subsequent time

interval; and

(e) compiling the number of occurrences of the expression in the organization as a function of time and storing the resulting compilation in a user accessible medium.

20. *(Currently amended)* A method for analyzing the usage of an expression, comprising the step of analyzing a compilation of the number of occurrences of a selected expression in a selected organization as a function of time to determine a trend associated with the occurrences of the expression in the organization and then storing results of said analysis in a user accessible medium, outputting results of said analysis to a user interface, or both, wherein said compilation of the number of occurrences is obtained by monitoring one or a plurality of internet websites of the selected organization and said monitoring comprises ~~monitoring~~ crawling said organization including embedded links and documents associated with said websites.

21. *(Currently amended)* A system for analyzing the usage of an expression that is capable of analyzing the usage of an expression, comprising:

(a) a first data storage system comprising data of a one or plurality of internet websites of an organization within a time interval, wherein said data comprises data obtained from crawling said organization including ~~from~~ embedded links and documents associated with said websites;

(b) a monitoring tool configured to monitor the organization for occurrences of the expression;

(c) a second data storage system configured to store each occurrence of the expression and its predetermined attributes in association with the time interval; and

(d) a computer program configured to compile the number of occurrences of the expression in the organization as a function of time and store the resulting compilation in a user accessible medium.22. (Original) The system according to claim 21, further comprising a filter configured to substantially eliminate each occurrence of the expression and predetermined attribute associated with a user.

23. *(Previously presented)* The system according to claim 22, further comprising a user interface configured to display the number of occurrences of the expression in the organization as a function of time.

24. *(Previously presented)* The method of Claim 1, wherein the step of monitoring a plurality of internet websites comprises monitoring all embedded links and documents associated with the websites.

25. *(Previously presented)* The method of Claim 24, wherein the step of monitoring a plurality of internet websites further comprises monitoring a purchased database.

26. *(Previously presented)* The computer readable medium of Claim 19, wherein the step of monitoring a plurality of internet websites comprises monitoring all embedded links and documents associated with the websites.

27. *(Previously presented)* The computer readable medium of Claim 26, wherein the step of monitoring a plurality of internet websites further comprises monitoring a purchased database.

28. *(Previously presented)* The method of Claim 20, wherein monitoring the plurality of internet websites comprises monitoring all embedded links and documents associated with the websites.

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29.     *(Previously presented)* The method of Claim 28, wherein monitoring the plurality of internet websites further comprises monitoring a purchased database.
30.     *(Previously presented)* The system of Claim 21, wherein the first data storage system further comprises all embedded links and documents associated with the websites.
31.     *(Previously presented)* The system of Claim 30, wherein the first data storage system further comprises a purchased database.